

INTRODUCTION TO PODCASTING MANUAL

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Welcome to this Introductory Podcasting Manual. This manual has been compiled from material and feedback from basic podcasting workshops that were run in Suva Fiji in 2018 by Anja Kanngieser, with assistance from Krystelle Lavaki Danford, Mere Nailatikau and Holly Ingleton for the Climates of Listening project. It is a simple guide on:

- What a podcast is;
- What to think about when making a podcast;
- And easy instructions on audio editing.

It is designed to be shared, copied and used to introduce other people to podcasting.

What Is A Podcast

A podcast is a digital audio file that is accessible online and can be listened to via streaming or downloading to your phone, computer or device. It usually comes as part of a series of shows. Podcasting is more or less your own Internet radio show: anyone can make one with some equipment (basic computer or phone with microphone, headphones), basic audio editing skills and access to the Internet. It can also be listened to by people around the world - you can make it for a very specific audience, or for an international audience. The most crucial thing about podcasting is that it supports SELF REPRESENTATION. You get to choose the topic, how you tell your story, how you edit your story and who hears it. This is your story, in your voice and in your own words. It also allows people to remain anonymous, if you are working with people who want their voices heard but want to remain unseen, this is a good way to do it.

WHAT MAKES A GOOD PODCAST

There are 3 key things that make a good podcast:

- knowing your audience;
- being passionate about your content;
- and knowing how to tell your story.

1) Knowing Your Audience

This is a key point. Who you want your audience to be will shape your whole podcast. Your audience determines not only the content of your podcast, but how you tell your story. If you want your audience to be based in your own group of friends, town, country or region you will need to think about what language, dialect and slang you use; different kinds of audio cues that signal your environment (local sounds, music, accents etc); and how to make the content of your show reflect local realities. If you want your show to be international, think about connecting it to global issues so that someone on the other side of the world is invited into your world. You might have to explain things more, or draw larger reference points: you can't assume they have any knowledge of your life at all.

2) Being Passionate About Your Content

Whether making a podcast for a local or international audience, the way to get people to listen and to keep listening is to be passionate about what you are saying. It doesn't matter what your podcast is about - if you care about it, that will come through. Even the most everyday things become exciting when the person telling you about it is excited. So make sure you choose a topic that really excites you and that you want to talk about.

3) Knowing How To Tell Your Story

How you tell your story depends on your audience, and what kind of radio show you want to make. Do you want to tell it in a conversational style? Do you want to have short and very journalistic interviews? Do you want to make a one-off show or a three part series or an eight part series? Do you want each podcast to go for 10 minutes, 20 minutes or 2 hours? All these kinds of decisions will shape how you tell your story.

A lot of podcasts available today are made for American and European audiences. You don't need to make a podcast like that if you don't want to. You can make a podcast and tell your story in whatever way you like. However you tell your story, you will have to think about how you combine conversations/ interviews, music and sounds.

What is important in whatever way you tell your story is to think about your listener. Often times people will do other things while listening to radio so you need to make sure that if they are doing other things there are ways for them to keep connected to your story. Keeping a strong thematic thread throughout the show is one way to help guide the listener - that means making it clear again and again what the podcast is about. It can be useful to have an introduction and a conclusion to each podcast so that the person listening knows what the show is about and what the next show will be about. You want to make it as easy as possible for your listener to follow along and feel included.

RECORDING YOUR PODCAST

Podcasts are usually about 20 mins long per episode but you can make it as long or as short as you want - it's entirely up to you. If you want to make a show over 40 mins, consider splitting it into two shows, or really think about how you will keep your listeners' attention - think about the maximum amount of time you would spend listening to a radio show, and what makes listening interesting (like music, sounds, bringing in different voices, etc).

Along with the words you use, the sounds and music you include also tell a story- the sound is a character or voice itself, just like your voice is a sound. Identify your shows' theme or themes and pick sounds and songs that compliment your theme, the mood you are trying to create and the content of what people are saying. Sounds are also extremely useful at helping people to imagine things - for instance, the sound of the ocean will remind people of their experiences of the ocean, if you talk about a dog or put in a dog barking they will think of their own dog or experience of a dog. Sound also helps to locate or embed your interview - recording background sounds when you are talking about somewhere specific can really bring that place to life.

TIP

Think about making a storyboard or podcast plan to organise your material. A storyboard or plan can help you figure out your main theme, and how you want to link all of your different components to your podcast theme (songs, interviews, sounds etc).

Podcast storyboard explanation: https://www.youtube.com/watch?v=SwPPU5rU_os



When recording interviews make sure to listen out for loud fan and air-conditioner noises, appliance and machine noises, cars, etc in the background - these can all drown out the speakers' voices if they are too loud.



When recording people for interviews make sure you choose somewhere inside or, if you have to record outside, try to find somewhere protected from wind and loud noises to record.



If they are not too loud, background sounds like these, or sounds of birds/ other people/ the ocean/ shops etc, can add a great atmosphere and give a good sense of the location the recording is taking place in.



Ask your interviewee to speak clearly: check that you can easily hear what they are saying, and ask them to talk slowly and explain any words or phrases that might be complicated. If you have a clear plan of what you want your interviewee to speak about, make sure you ask direct questions (this is less important if you are making a conversation based show). You can always edit things later, but to save time it helps to know the direction you want to go in so you have less work to do post-production.



Last but not least, think about you, the presenter. Listeners will listen partly for your excellent content but mainly for who you are. Think about how you talk, slowly and clearly, and what kind of personality you are trying to communicate. Do you want to be funny, serious, charming, humble? What are things you want people to know and remember about you? How will they connect to you? What is most important is that you feel comfortable and confident, and that you're excited about your topic. More info on how to make a podcast here: <http://www.audiocraft.com.au/how-to-make-a-podcast#guide-to-podcasting>

EDITING YOUR PODCAST

When editing your podcast, remember that it's common to find it weird to hear your own voice. Make sure you are editing your show to be sound like something YOU would like to hear. Everyone has different tastes, and you are making your show in your style. Think about allowing enough space for voices to 'breathe' - don't be afraid of leaving some pockets of silence, or quieter gaps; leave some space between two different voices. When you listen back check for how the sounds make you feel - do they feel rushed or a good pace? Could they be highlighted with some background sounds or music? Think about the show as a composition where you're bringing together a bunch of different elements into one big whole - how do they work together?

Make sure to name all of your audio files in an easy to understand and organised way to avoid confusion when you have to put the files into the audio program

Audio Editing Software - Audacity

One of the easiest editing programs you can get is *Audacity*. It is free, open source and available online:

(for PC Windows) <https://www.audacityteam.org/download/windows/>

(for Mac) <https://www.audacityteam.org/download/mac/>

There is also a manual included with your download and one available online:

<http://manual.audacityteam.org/>

To export your completed podcast as an MP3 in Audacity you will also need to install the LAME MP3 Encoder, which is a software library that converts audio to MP3.

- 1) Go to http://manual.audacityteam.org/man/faq_installation_and_plug_ins.html#lame and select the *LAME installation section* for your operating system (PC Windows or Mac) to find out more
- 2) Go to *LAME download page*: <https://lame.buanzo.org/#lamewindl>
- 3) Download, run and install:
 - (for PC Windows) The RECOMMENDED Installer Package for Windows is labelled `Lame_v3.99.3_for_Windows.exe`
 - (for Mac) The RECOMMENDED Installer Package for LAME on OSX is labelled `Lame_Library_v3.99.5_for_Audacity_on_macOS.dmg`

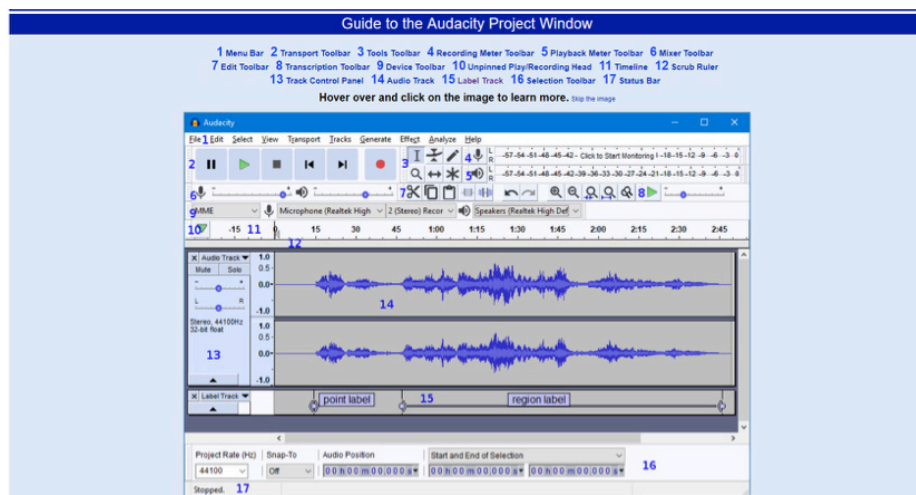
AUDIO EDITING WITH AUDACITY

Guide to the Audacity project window:

Basic editing you will use to make your podcast.

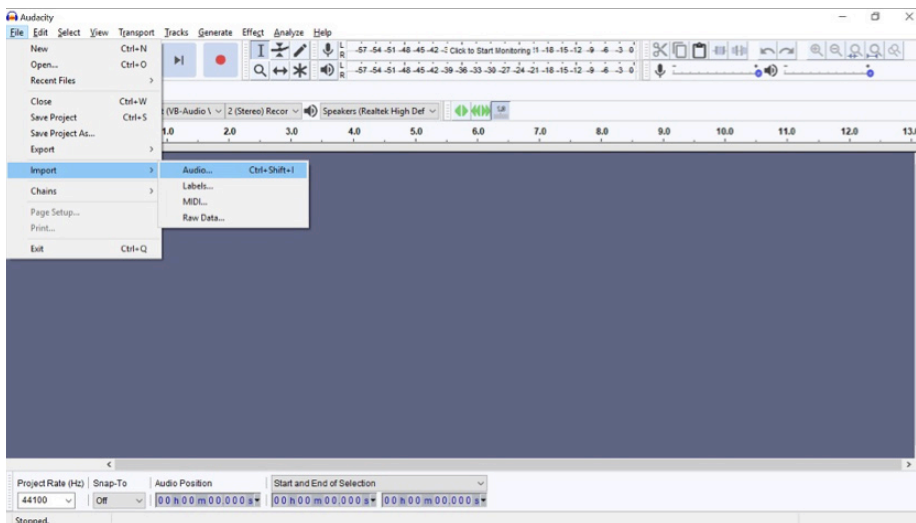
TIP

Make sure you save your project every time you make a change to it



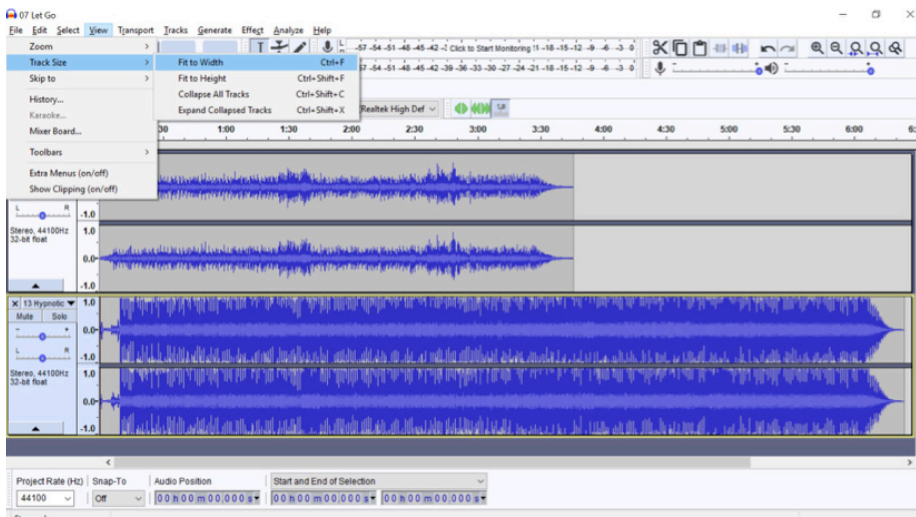
1) This is how you get your audio file into an Audacity project

- Go to *File* drop down bar
- Select *Import*
- Select *Audio*
- Repeat until all of your files are in your project



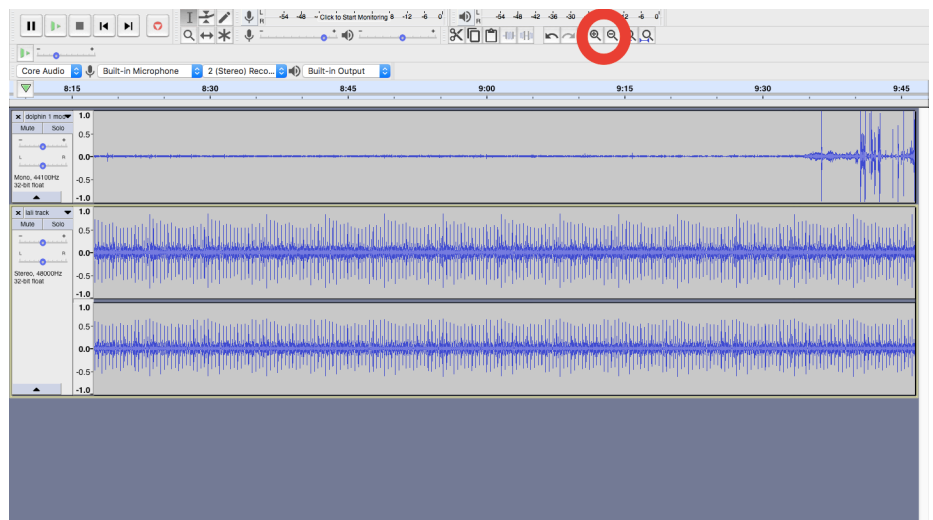
2) This is how you see your entire project on your screen at the same time

- Go to *View* drop down menu
- Select *Track Size*
- Select *Fit to Width*
- Repeat process with *Fit to Height*



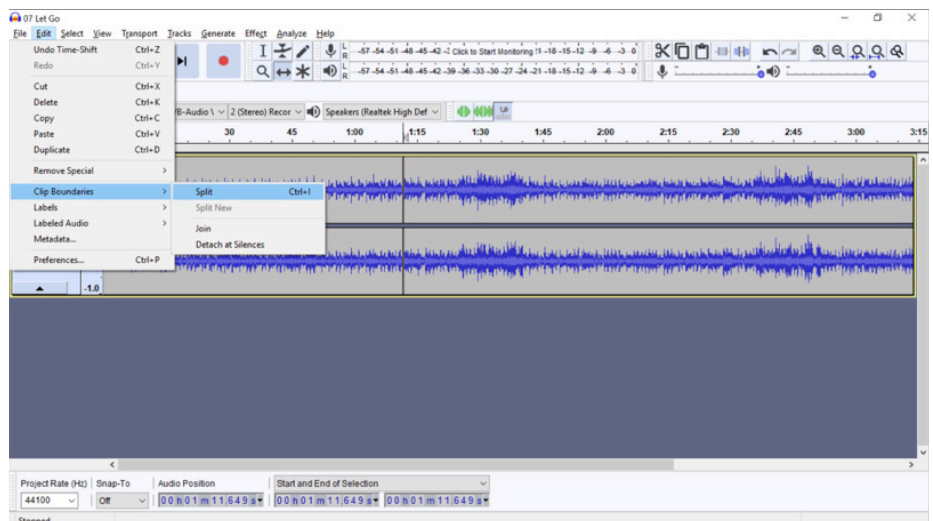
3) This is how you zoom in and out to edit your tracks

- To zoom in click on the magnifier with the plus sign (+) in the top right Tools Toolbar
- To zoom out click on the magnifier with the minus sign (-) in the top right Tools Toolbar



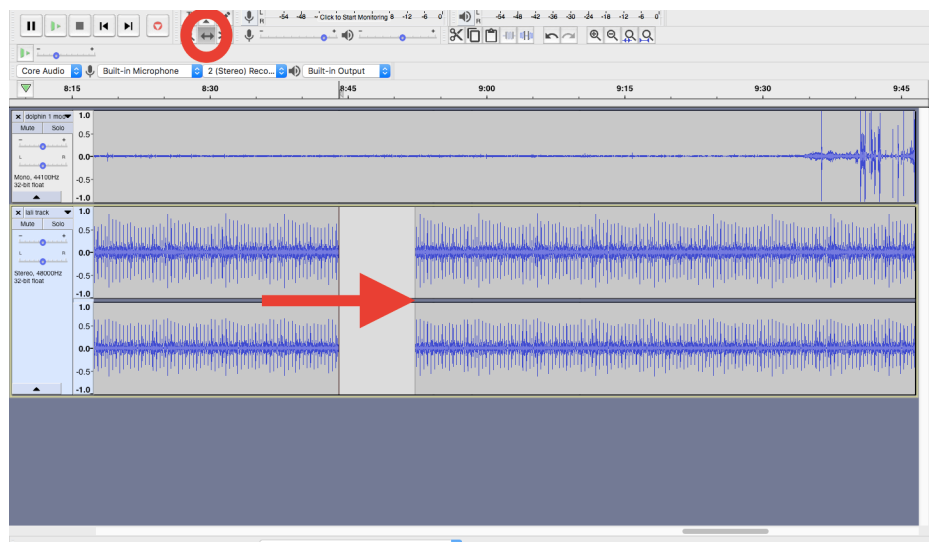
4) This is how you split (cut) a track to edit it

- Place the pointer tool on the place on the track where you want to cut it
- Go to the *Edit* drop down menu
- Select *Clip Boundaries*
- Select *Split*



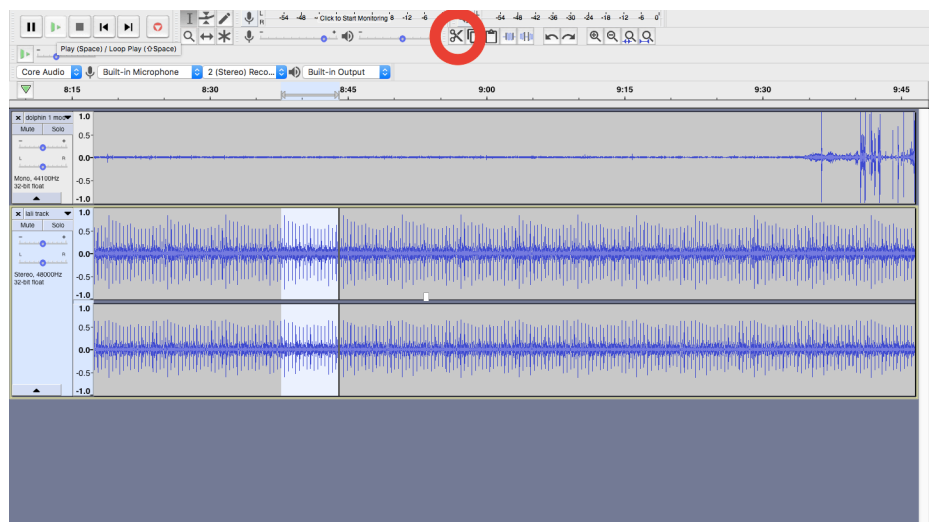
5) This is how you move the cut sections of your tracks apart or together

- Select the *Time Shift* Tool (<-->) from the top middle Tools Toolbar
- Left Click your mouse
- Drag the selected audio left or right, or into another track



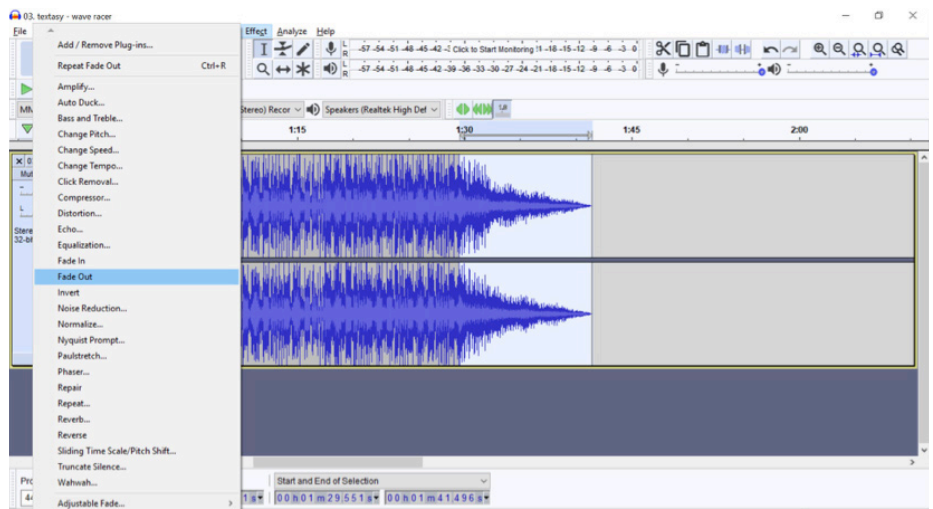
6) This is how you delete sections of your track

- Highlight the section of the track you want to get rid of using the pointer tool
- Select the Scissors (8X) from the top right Tools Toolbar
- Cut the highlighted section



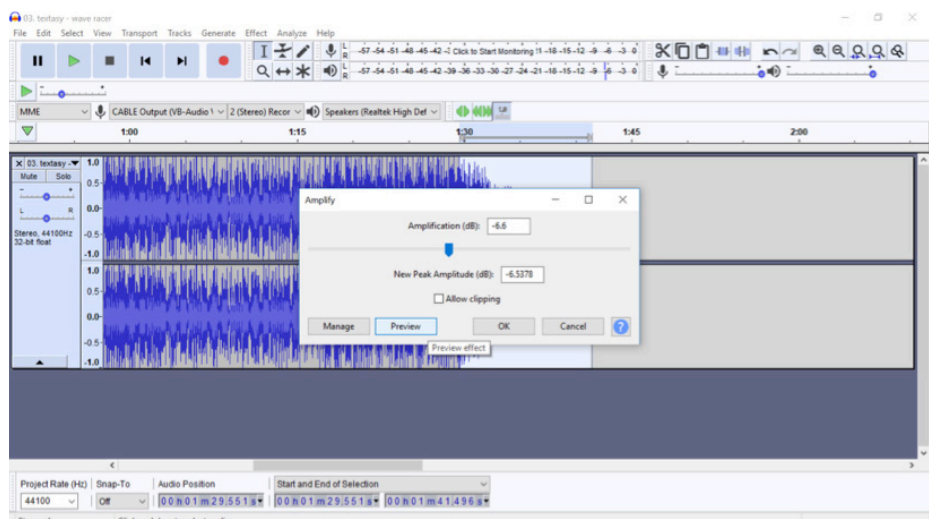
7) This is how you fade your track in and out at the start and end, or where two tracks are merging

- Highlight the section you want to fade (usually the start or end of a track)
- Go to the *Effect* drop down menu
- Select Fade In (start of track) or Fade Out (end of track)



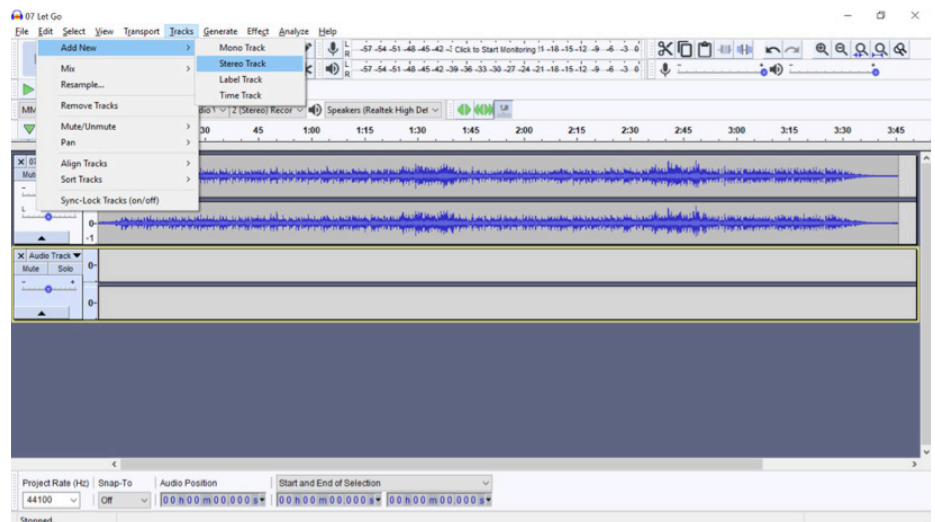
8) This is how to amplify or decrease your audio levels

- Go to *Effect* drop down menu
- Select *Amplify*
- Move the blue arrow on the *Amplification* line right to increase volume and left to decrease volume
- Click on *Preview* to check your audio level
- Click *OK* to save audio level



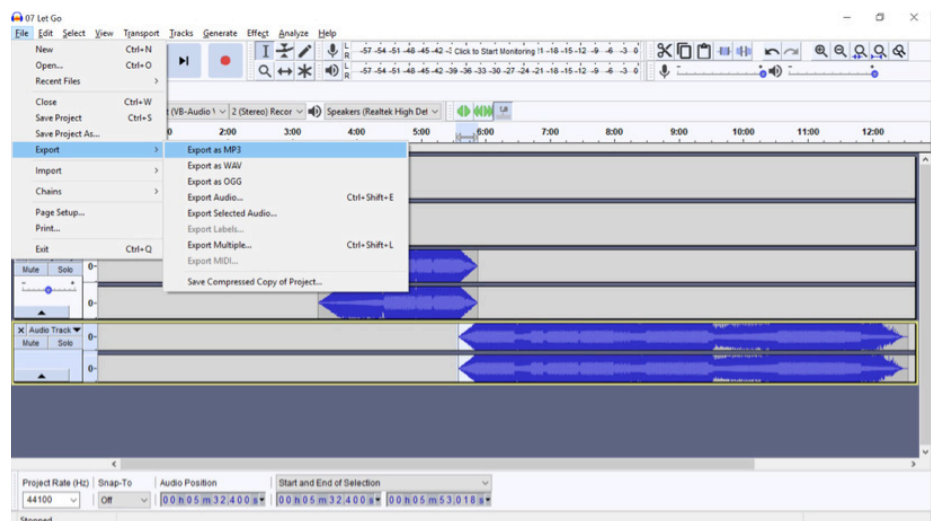
9) This is how you add a new empty track to your project

- a) Go to *Tracks* from the drop down menu
- b) Select *Add New*
- c) Select *Stereo Track*

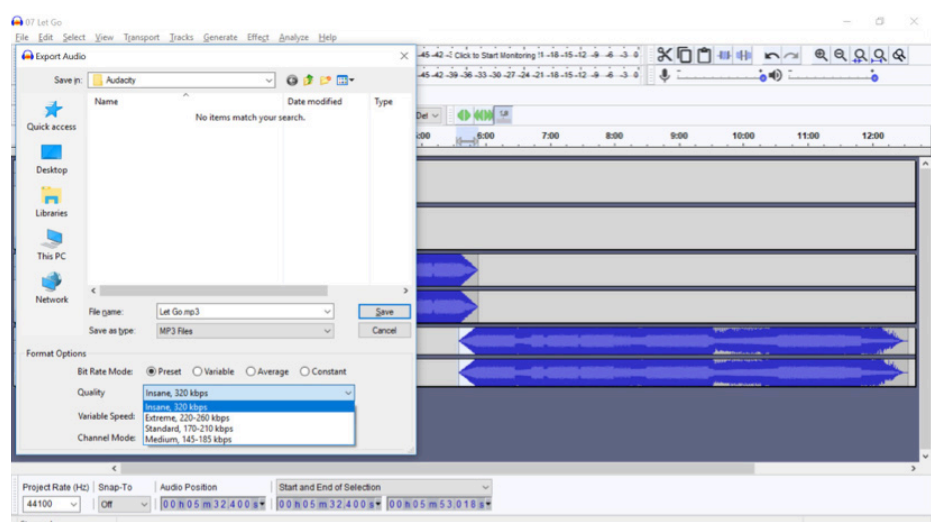


10) This is how you export your finished project off Audacity onto your desktop

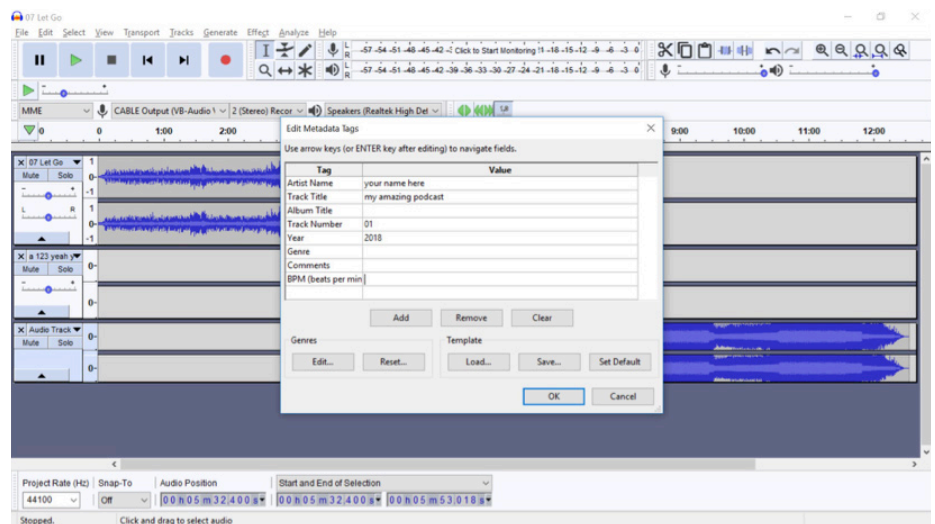
- a) Go to *File* drop down menu
- b) Select *Export*
- c) Select *Export as MP3*



d) From the *Export Audio* pop-up window select 320 kbps from the *Quality* drop-down menu, name your file and save



- e) In the Metadata box fill in the details
- f) Click OK



TIP

If you want to include sound effects in your podcast here are some good websites for free sound effects

Freesound <https://freesound.org/>

FilmSound <http://filmsound.org/sound-effects/libraries.htm>

Archive.Org <https://archive.org/>

PODCAST HOSTING AND BUILDING AN AUDIENCE

Once you have your podcast as an MP3 file on your computer, you will have to decide where you want to host it online. Here are some options for free hosting:

Soundcloud <https://soundcloud.com/>

Mixcloud <https://www.mixcloud.com/>

Buzzsprout <https://www.buzzsprout.com/>

When you are filling out the details of your podcast make sure you include as much information as possible. Name your podcast something that clearly describes it and number it (ie. Listening to Climate Change Episode 1). Write up a clear and easy to understand description for your podcast. If you have interviews in your podcast make sure to name your interviewees (if they want to be named), and make sure to attribute any music you use to the musicians. *It is really important to attribute the content to the people who contributed.* You may have an option to tag your podcast: make sure you use as many relevant tags as possible as this broadens the scope of the search terms people use to find it (ie. for Listening to Climate Change I might tag it as: climate change, environment, audio, interviews, oceans, Pacific, Fiji, women, weather, science, human rights).

You should be given a link for your uploaded podcast. This is the link that you can give to people/ share on social media to access your podcast online.

Podcasts You Might Find Interesting

- *Two Fishes show from Fiji* <https://soundcloud.com/twofishesshow>
- *Who Asked Her from PNG* <https://soundcloud.com/hoskeder-theodcast>
- *Podcast on science fiction from Aotearoa* <http://thewireless.co.nz/articles/aotearoa-futurism-space-maori-astronesians-and-south-pacific-futurists>
- *A list of Indigenous podcasts from around the world* <https://newjourneys.ca/en/articles/11-indigenous-podcasts-for-your-listening-pleasure>
<https://www.mediaindigena.com/an-index-of-indigenous-podcasts/>
- *Indigenous podcasts from Australia* <http://www.abc.net.au/indigenous/radio/podcasts.htm>
- *Pop culture podcast from New York* <https://soundcloud.com/theread>
- *List of podcasts by LGBTQIA women* <http://www.lotl.com/Culture/5-Best-Podcasts-Hosted-By-LGBTQ-Women-1986/>
- *Black Girl Dangerous podcast* <https://soundcloud.com/user-437512590/tracks>

This manual was produced by Anja Kanngieser, Holly Ingleton, Mere Nailatikau and Krystelle Lavaki Danford.

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